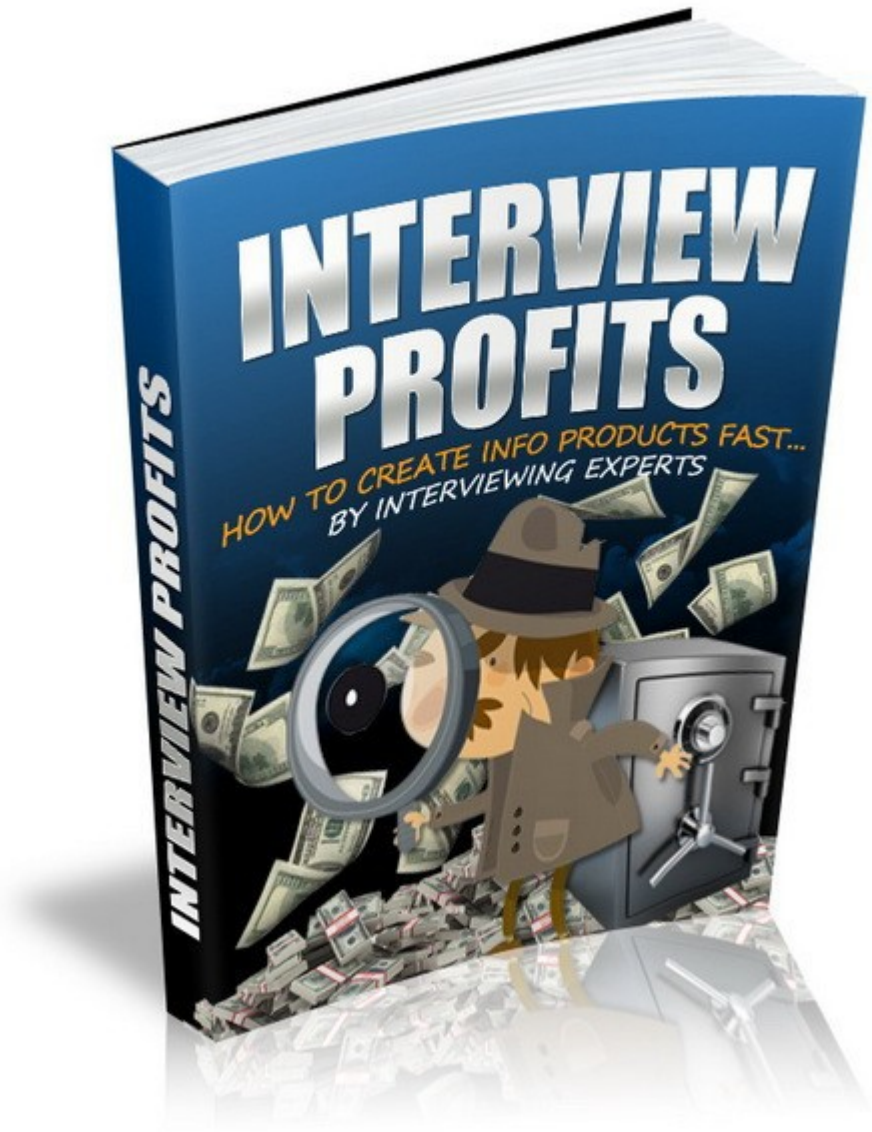
Interview Profits



How To Create Info Products Fast...

By Interviewing Experts

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Introduction

If you're serious about your internet marketing business then you need to create and sell your own products.

Affiliate marketing is great (and you can make a lot of money from it) but the real money generally starts to come on when you create and then sell your own products.

Why is this?

Well it's pretty easy to understand when you think about it. As an affiliate marketer you have to work hard for every sale – whether that's promoting the product to your list, setting up a product review blog, promoting through social media, etc.

The product owner on the other hand doesn't have to do anything – the affiliates are generating the sales *for* him or her.

As a product owner, affiliates effectively become your sales force, while you sit there and count the profits.

This isn't to say that creating information products is easy. In fact it's something that many people struggle with – hence why they never do it!

Sitting in front of a blank Microsoft Word screen and setting yourself the task of starting work on a 100 page eBook is a pretty horrible feeling – and that's AFTER you've done things like deciding on what your product is going to be about, finding a profitable niche etc.

So product creation can be hard – but it can also be pretty EASY if you go about in the right way.

That's where interviews come in.

Creating an interview product is DOWNRIGHT EASY…

Forget spending MONTHS writing an eBook or weeks slogging it out creating and editing a video training course.

Simply find an expert to interview, hook up on Skype for an hour, ask them questions, record it using some free software – and BANG! … An hour later you have your very own information product that you can start selling or using to build your list!

It IS that simple as well guys. There's a little more to it of course (I'm going to take you through everything in this report) but this really is the easiest way of creating your own product – fast.

The beauty of interview products as well is that you're able to tap into the knowledge of an expert within your niche. This means that you can create information products on subjects that you know absolutely nothing about!

Just think about this for a second.

One of the biggest reasons why people DON'T create their own information product is that they feel they aren't knowledgeable enough to create a product that other people will want to buy.

Interviews completely remove this barrier because you can tap into an experts knowledge and instantly create a product that otherwise it might take you MONTHS to research.

The other beauty of this is that your product is instantly credible because you'll be able to put the experts name on the sales page AS WELL as your own.

So if you're in the gardening niche and Joe Bloggs is a really well-known expert in that niche then putting their name on the sales page will instantly attract people to the product.

Are you starting to see the potential in creating interview products?

I really hope so – and I hope that this report gives you the confidence to go out and do this for yourself because this really is a fantastic method.

Now you simply have no excuse for NOT creating your own best-selling information product.

Without further ado – let's get started.

Find an expert to interview

The first thing you're going to need to do is find someone to interview. This should ideally be an expert and someone who is fairly well known in your niche.

They don't HAVE to be well-known of course, it could be someone who is new and has experienced success quickly, for example. They must be knowledgeable though.

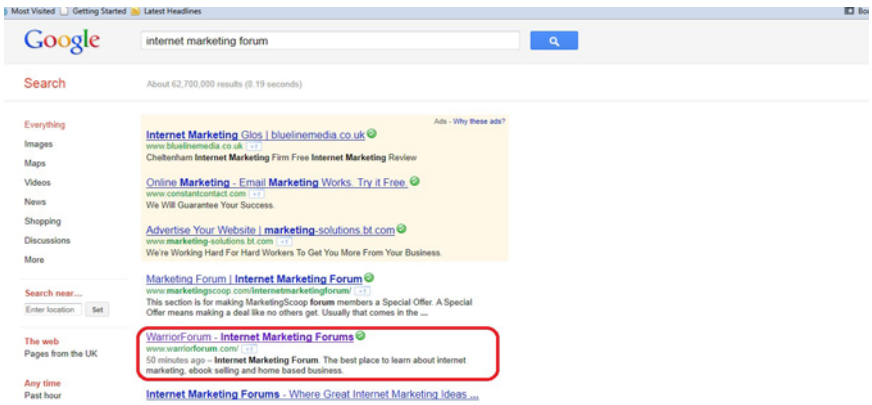
So how do you find these people?

There's a good chance that you already know the experts in your niche – but if you don't know then it's easy to find out…

One of the best places to look is internet forums. Who are people talking about? Who is participating in the forum? Chances are you will see the same names cropping up.

To find forums in your niche just type "your niche + forum" into Google.

I've arranged a number of interviews with people I met over at the Warrior forum for example… (If you're in the internet marketing niche that's definitely a good place to find people to interview!)



Another good place to look is Clickbank. Have a look at the information products being sold in your niche and look at whom they are produced by. These are all good potential people to interview…

Just click onto the sales page and usually you'll find a "contact" button at the bottom.

Also have a look at blogs. If someone is writing a blog on a particular topic then they must be pretty knowledgeable about it.

You could also approach past customers or people you have previously JV'd with. In fact these people can be excellent candidates because they already know you (and trust you) so they are more likely to say yes.

It really shouldn't be hard to find potential interviewees. Just use your imagination and think about where experts in your niche hang out. As I said before, there's a good chance you already know who these people are anyway!

Once you've found some potential people to interview, the next stage is to contact them.

Let me say first of all that persuading someone to be interviewed is usually pretty easy – you just need to point out to them *what's in it for them.*

Imagine you're the expert and someone approaches you to ask if you would like to be interviewed. Your first thought might be 'that's going to take up a lot of my time.'

But what if the person then points out that you will get the chance to promote your own products during the interview and that because the interview will be distributed to a wide number of people you will gain considerable exposure from it….

Do you think that would make a difference to your thinking?

Yes – definitely!

If you approach people in the right way then it's usually easy to get them to agree to do it.

Not everyone will of course but that's just the way it is. Some people will be too busy or just don't like doing interviews. It happens.

It's often best to make your initial approach to the other person via email (or private message on a forum if you don't have their email address).

Here is a sample email that outlines the sort of thing you might say:

Dear Joe Bloggs

I hope you don't mind me emailing you but I am planning to create a product about "x" and I wondered if you would let me interview you on the subject?

The interview would take up no more than an hour of your time and we would do it over Skype at a date and time to suit you.

During the interview I am obviously happy to let you promote your own products and websites – and since I am planning to distribute the interview to a wide audience this should give you significant exposure.

I also noticed that you had a membership site. If you would like me to, I would be happy to write some content for it in return for you doing the interview.

I am very keen to interview you as I know that you have excellent knowledge of this subject.

Let me know if you would be at all interested and I'll pop you over some questions for you to look at.

Sorry to take up your time and I hope to speak to you soon.

Kind regards

Your Name

Simple but effective! I've always found emails like this to work a treat. Let's take you through some points:

Cut to the chase and let them know straight away why you're contacting them (because you want to know if they would let you interview them)

Be clear about how much time the interview will take. People have a limited amount of time and want to know it won't take up half of their day. When it comes to actually doing the interview, make sure that you keep to your word and stick to this amount of time.

Let them know that you're flexible about when you do the interview and that you're prepared to do it at a time to suit them. This puts things on their own terms and gets them on side.

Make it abundantly clear that they will get plenty of opportunities to promote themselves during the interview and that they should gain good exposure from it. This alone will often be enough to convince most people to do the interview.

Think about if there are any other ways you could help the other person out if they agree to be interviewed. In the example above I mentioned that I would consider writing them content for their membership site. My thinking behind this was that the person in question had a membership site which I could see required significant content creation each month to keep it running and I thought there was a good chance they found it a burden. Therefore by offering to help them out with it for nothing I was pretty sure it would be the "icing on the cake" for the other person and they simply wouldn't be able to turn down my offer (I was right!). Think about the other person, their products, their business

etc and ask yourself if you were that person, what would convince you to be interviewed?

Once you've contacted somebody wait patiently for their reply. Remember that people don't sit in front of their computer 24 hrs a day, so if you don't get a quick reply it doesn't mean that they aren't interested.

Once you've got your expert to agree to be interviewed it's time to move onto the next stage…

Prepare your questions

You now need to write up a list of questions that you will ask during the interview.

Note that you probably won't be sticking rigidly to these questions during the actual interview – but they are the rough topics, questions and things you want to discuss.

You will send over your list of questions to the other person for them to mull over in advance of the actual interview. Again people like to a have a rough idea of the things you're going to ask them so that they can think about what their answer might be in advance.

Let's imagine that you were interviewing someone about "starting an online business from scratch." Your questions might be:

How did you first get started online yourself?

If you started again tomorrow, would you do the same things or would you change your strategy?

What advice would you give to a new internet marketer?

What would you say is the most valuable asset in your online business?

What are the main mistakes you see newbie marketers making?

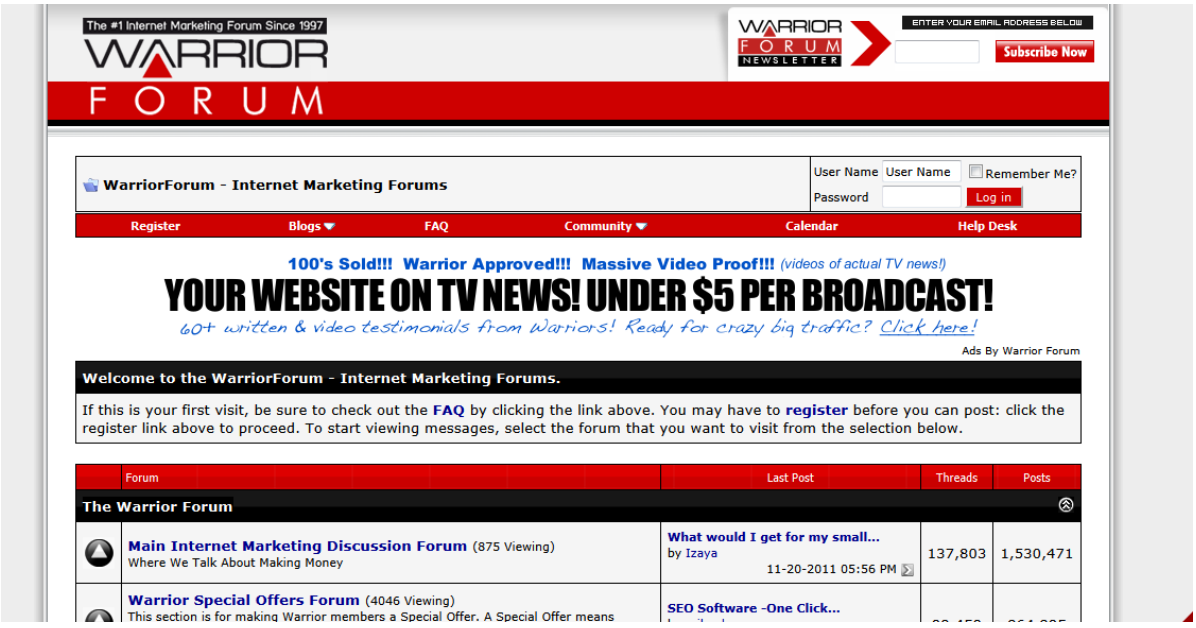
How can people manage their time and avoid continually jumping on one method to the next?

Where can people go if they want more information about you?

….. and so on and so on……

Preparing questions is pretty easy. Just ask yourself - what will people want to know about this subject?

And if you don't know it's easy to find out. Just have a look at some forums and see what people are talking about, the questions they are asking, the things they want to know, etc.



ABOVE: Browsing forum threads is an excellent way of finding out what information people want.

If your interview is going to last for an hour, aim for at least twenty questions. It's better to have too many than too little since the last thing you want is to run out of questions to ask after 15 minutes!

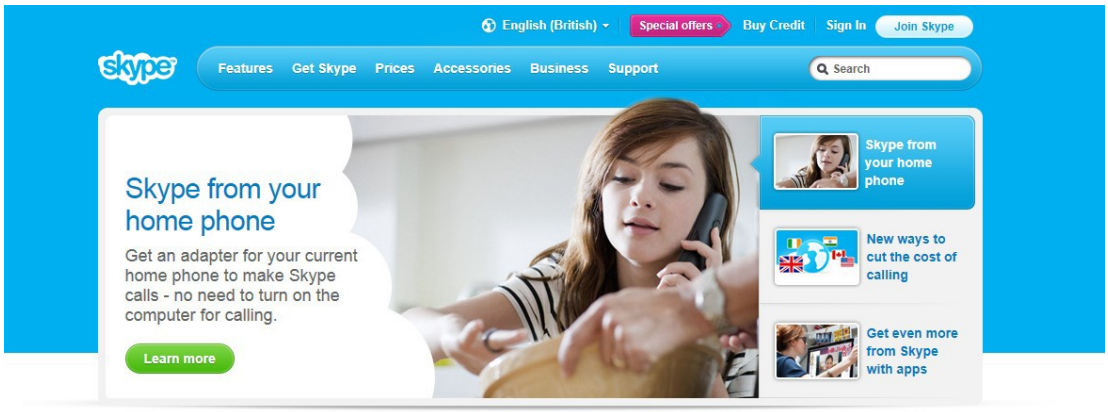
Doing the interview

I would recommend doing your interview over Skype because it's quick and convenient and most people already have Skype installed on their computer anyway. The last thing you want is for your interviewee to have to spend time downloading software just so they can talk to you!

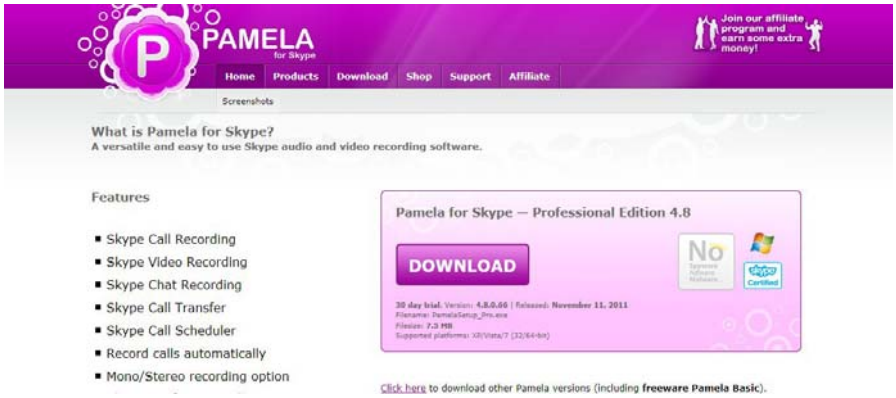
I also recommend that you record your interview by using a piece of software called Pamela for Skype. Although this is paid software, they offer a free trial, which should be enough to get you started.

Pamela For Skype is a simple software plugin for Skype that enables you to record your Skype calls and export them as an audio file.

Skype: http://www.skype.com



Pamela for Skype: http://www.pamela.biz



Some advice for doing the interview:

Spend a few minutes before you start the actual interview just talking to the other person. This will help to relax you and ensure that you can both hear each other clearly.

Get the other person to record the interview from their computer as well, just in case anything goes wrong at your end. You don't want to spend an hour doing the interview only to find that there was a technical problem and non of it recorded properly!

Ask the questions you wrote down in advance but remember that you don't have to completely stick to them. You will find that as the interview goes on the conversation develops slightly and you think of additional things you could ask or you pick up on things they have said in their answers and take them further. Treat it as a conversation (once you get talking properly that is when you usually get the juiciest information out of your interviewee) and use your pre-prepared questions as a simple guide to keep you on track and ensure that there is some structure to your interview and you don't go completely off topic.)

Relax and enjoy it! You might feel a little nervous, especially when doing your first interview, but as it goes on you will find that you grow in confidence and that you start to enjoy it.

Sound enthusiastic about the answers the other person is giving. Thank them for doing the interview and give them the opportunity to promote their own products by asking them something along the lines of "where can people go to get more information about you?" or "could you tell us more about your product 'x'?"

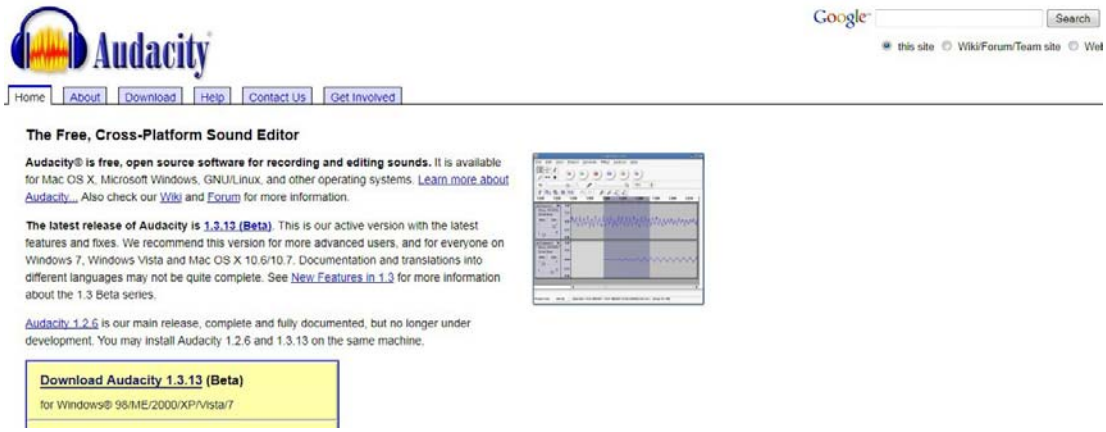
Editing the interview

Once you have done the interview you should have a raw audio file sitting on your computer.

For the purposes of selling it (or giving it away for that matter) it's a good idea to edit it a little in order to make it more professional.

To do this you will need to download some audio editing software – for example Audacity.

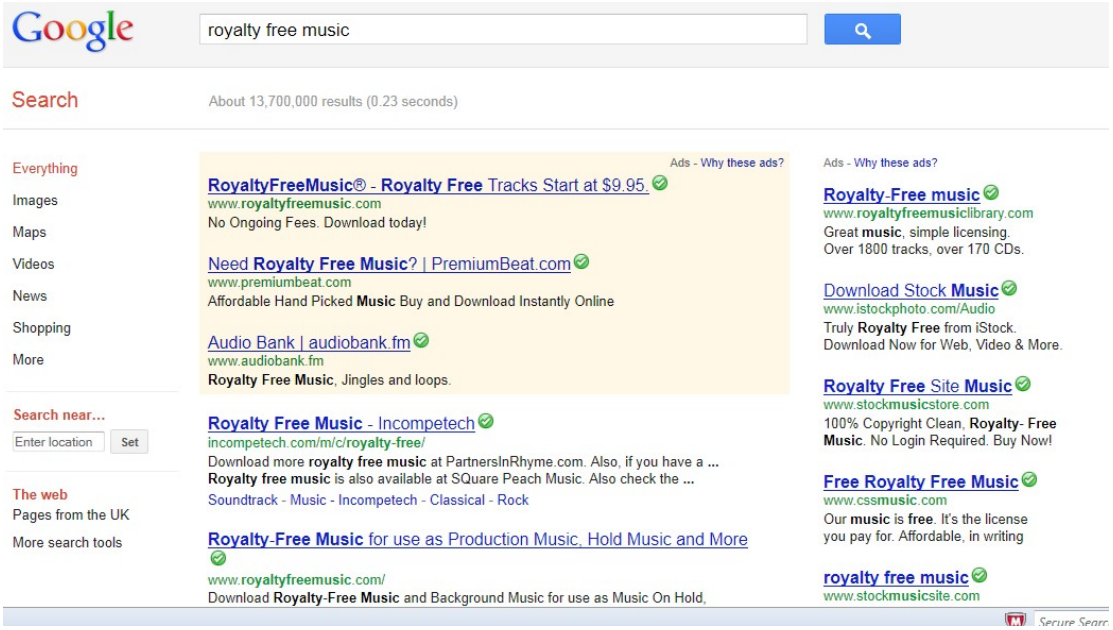
http://audacity.soundforge.net



I'm not going to take you through how Audacity works (it comes with free help files) but here are some of the things I would recommend doing:

> Add a clear introduction to your interview, where you welcome listeners and introduce them to your interviewee. Make sure you thank them too! (You can record this in Audacity if you haven't already).

Add an audio jingle to the start and end of your interview. You can find copyright free / royalty free music on the internet – just search for “royalty free music”



You might also want to check the sound quality and use the features in Audacity to improve it slightly. Again this isn’t essential but it is good to make your interview product as professional as you possibly can.

Adding value to your product

So you've recorded your interview and you've edited it a little. You could leave it at that and sell it "as is" (and you WOULD be providing great value to your customers) but with a little extra work it's possible to increase both the perceived and actual value of your product significantly…

1. Transcribe it

Some of your customers might prefer to read your interview rather than listen to it – so give them the option by getting your interview transcribed. This can then be packaged up as a PDF version to go alongside the audio version.

Transcribing takes a long time, so it can often be better to outsource it. There are some excellent (cheap) freelancers who can do this, so have a dig around the internet and find someone suitable.

2. Add PowerPoint slides

Creating PowerPoint slides to go alongside your audio interview is a great way of increasing the value of your product. Instead of merely being an interview you can then sell your product as a fully fledged 'training course'. Simply create slides outlining the main points you discuss during the interview and then overlay the sound over your PowerPoint presentation.

3. Create worksheets, checklists, flowcharts etc.

This is kind of an extension of the idea above. By creating additional training resources you can significantly enhance the value of your offer and present more as a training course.

4. Offer bonus products.

If you have resell or PLR rights to related products you could bundle those with your interview. If you do this however be very sure that the bonus products are up to scratch. Poor quality bonuses actually decreases the perceived value of your product rather than increasing it!

5. Offer a DVD Version

Whilst downloadable information products remain the most popular there are plenty of people who prefer to buy a physical product. You could consider packaging up your interview product as a DVD product and shipping it to customers for an extra fee. There are specialist companies (such as Kunaki) who can handle all this for you.

Traffic generation

Whether you are going to sell your interview or you want to give it away to build your list you are going to need to drive some traffic to your offer. Here are some of my favourite ways of doing it:

1. Solo ads and Adswaps

An adswap is where two people who have a mailing list join forces and do a reciprocal mailing. A solo ad is where you pay someone with a mailing list to mail your offer to their list. Either way, both are excellent traffic generation methods and can drive a surge of traffic to your offer.

2. Blog commenting

Blog commenting seems to be a very underrated technique and yet it can be a very effective way of generating traffic. Simply join in the conversation on other blogs in your niche and include your website link when you post your comment. The best comments add something to the original blog post and demonstrate to other people that you are knowledgeable about the subject. In short you want to make people interested in you so that they will check you out.

3. Viral marketing

The beauty of viral marketing is that you can 'set it and leave it.' A viral eBook I created years ago is still generating me traffic to this very day. All you need to do is create an interesting product (whether that is an eBook, short report, video etc) and include a little advertising and links to your websites within it. It helps if it is something unique or quirky, but the main thing is that it provides value in some way. Once you have your product created your job is

to initially distribute it and then encourage other people to do the same (just include a message within the product letting people know that they are free to pass it on to other people as they wish.)

Conclusion

Production creation is something which many people struggle with when starting an online business. Getting the information to actually put into a product can be difficult, as can be finding the time to write or produce it.

A great way of creating a quality product quickly however is to do an interview with an expert in your niche and then package it up as a product. Providing you find the right person to interview you should be getting access to an instant pool of knowledge that can go into your product – and you can sell with increased credibility.

The first step is to find potential interviewees and convince them to be interviewed. This is not as difficult as it sounds because they get tons of free exposure and the chance to sell themselves, meaning that many people will jump at the chance to be interviewed! Approach people in your niche and ask them. You can find them in the usual places like blogs, forums, etc.

Thinking of questions/topics is easy - just think about what people in your niche want to know. If you don't know what's hot then just take a look at forums, blogs, or websites in your niche. For example, people in the internet marketing niche might want to know how he/she would build a list, or how they got started with an online business. Ask questions about the hot topics in your niche and you won't go far wrong with your interview.

Creating an interview product is one of the easiest ways of creating a product, and it's also one of the best because you should end up with a product that is genuinely of high quality. Go get started!